

30-Apr-91

## TOTAL PRICE VALUE GROUP MARKET SHARE

P.E.T. - \$2/1000 IN JAN.91, JAN.93

PRICE VALUE SHARE @ 25.64 IN 1991, 36 IN 1995

INDUSTRY DECLINE -2.5%/YEAR (TAKEAWAY)

		DIFF	BLACK	DIFF		DIFF	DIFF	DIFF	DIFF	SUB-	DIFF		
	TOTAL	VS. YAG	& WHITE	VS. YAG	BRANDED	VS. YAG	PV 25'S	VS. YAG	PRICE-OFF	VS. YAG	GENERICs	VS. YAG	PV 30'S
1980		0.04		0.04									
1981		0.45	0.41	0.45	0.41								
1982		0.95	0.50	0.95	0.50	0.00	0.00	0.00	0.00				
1983		3.33	2.38	2.92	1.97	0.36	0.36	0.05	0.05				
1984		5.52	2.19	4.35	1.43	0.38	0.02	0.78	0.73				
1985		7.30	1.78	4.62	0.27	1.38	1.00	1.30	0.52				
1986		8.90	1.60	4.30	-0.32	2.69	1.31	1.90	0.60	0.01	0.01		
1987		10.23	1.33	3.95	-0.35	4.34	1.65	1.70	-0.20	0.24	0.23		
1988		11.12	0.89	3.27	-0.68	6.05	1.71	1.20	-0.50	0.60	0.36		
1989		14.90	3.78	2.76	-0.51	9.55	3.50	0.89	-0.31	0.74	0.14	0.94	0.94
1990		19.24	4.34	3.61	0.85	10.42	0.87	0.69	-0.20	0.99	0.25	3.50	2.56
1991*		25.64	6.40	5.66	2.05	11.46	1.04	0.60	-0.09	1.11	0.12	6.79	3.29
1992*		29.64	4.00	6.94	1.28	12.11	0.65	0.52	-0.08	1.17	0.06	8.87	2.08
1993*		32.64	3.00	7.94	1.00	12.61	0.50	0.46	-0.06	1.12	-0.05	10.48	1.61
1994*		34.54	1.90	8.58	0.64	12.93	0.32	0.41	-0.05	1.08	-0.04	11.51	1.03
1995*		36.00	1.46	9.07	0.49	13.18	0.25	0.37	-0.04	1.05	-0.03	12.30	0.79
													0.03

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